



Malaysia Business Events
Awards of Excellence

Recognising excellence in the
meeting, incentive, convention
and exhibition industry



Press Release

FOR IMMEDIATE RELEASE

RAWR AWARDS TO RECOGNISE EXCELLENCE IN BUSINESS EVENTS INDUSTRY

– MyCEB and MACEOS announces the launch of RAWR Awards 2013 to recognise excellence within the business events industry and adding to Malaysia’s credentials as Asia’s business events hub

Kuala Lumpur, 6 June 2013 – Malaysia Convention & Exhibition Bureau (MyCEB) and the Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS), today announced the launch of Malaysia’s inaugural business events awards named the RAWR Awards 2013 which will take place this September. This collaboration between MyCEB and MACEOS as joint organisers aim to recognise excellence, leadership, professional standards, innovation and best practices within the industry. It is also to further establish Malaysia as Asia’s premiere business events destination in line with the country’s mission under the Economic Transformation Programme (ETP).

In a call to action to the Malaysian business events industry players, MyCEB and MACEOS strongly encourage the participation of the fraternity to submit nominations for all the 27 categories that will be awarded. The categories include Best International Conference Award, Best Trade Exhibition, Best Incentive Programme, Best Environmental Initiative Award and Best Event which covers the four main components of the business events industry namely meetings, incentives, conventions and exhibitions (MICE). Nominations submitted are being accepted starting from today until 31 July, 2013.

Speaking at the press conference, Ms. Ho Yoke Ping, General Manager of Sales and Marketing, MyCEB, explained “It is our aim to honour the industry’s most groundbreaking work, judged by the industry’s most elite talents from around the region. As this effort reflects, the idea is to give due recognition of industry professionalism and best business practices. Award winners and finalists will have the opportunity to leverage from their industry recognition in their own sales and marketing efforts and through ongoing public relations and marketing activities by MyCEB and MACEOS. We perceive the organization of the

RAWR Awards as timely and as organisers, MyCEB and MACEOS are delighted to present this as another milestone in the country's thriving business events industry."

Also present at the press conference is Mr. Jonathan Kan, President of MACEOS who stated, "The awards are called the **RAWR Awards** which is symbolic for Recognising Award Winning Results within the business events industry. RAWR or "ROAR" is also associated with the growing voice and recognition of the business events sector amongst the private and public sector as a key contributor the Malaysian economy. MACEOS is privileged to be involved in this initiative together with MyCEB which would benefit not just the industry but the country as a whole".

The awards are open to business event products and suppliers that are members of either MyCEB and/or MACEOS as well as event owners such as national associations or corporations that may not be members of either organisations. Applicants must be Malaysian registered companies operating in the country and apply to events and/or business activities that took place between 1 January 2011 to 31 December 2012. The initial sponsors for the RAWR Awards 2013 include Kuala Lumpur Convention Centre, Radius and Hot Shoes.

For more information on the RAWR Awards 2013, please contact Mr. Amos Y.C. Wong email beawards@myceb.com.my or kindly visit www.beawards.com.my

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For more information, please contact:

Ms Shazrina Othman

Manager, PR & Communications, MyCEB

Tel: +603 2034 2090

• Fax: +603 2034 2091

•Email: shazrina@myceb.com.my

NOTE TO EDITORS

About the Malaysia Convention & Exhibition Bureau (MyCEB)

MyCEB was established in 2009 by Ministry of Tourism, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

Malaysia Major Events, previously known as International Events Unit (IEU) is a division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit www.myceb.com.my

About Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS)

Born in 1990 The Malaysian Association of Convention and Exhibition Organisers and Suppliers (MACEOS) started its life with the objective of developing and raising standards within the MICE industry nationwide.

Professionally run courses on exhibition and conference management to help raise the standards within the industry in general were conducted in recent years.

Organic growth of membership has grown steadily to over 60 companies encompassing exhibition organisers, conference organisers and suppliers including freight forwarders, stand contractors to name but a few.

MACEOS will continue to champion the MICE sector here in Malaysia and its Executive Council and its permanent secretariat will seek to build on the excellent platform established in recent years to take the industry to the next level as we look to compete even more effectively with other countries in the region for a bigger piece of the lucrative MICE market.

For further information on MACEOS, please contact:

Mr. Jonathan Kan, President -MACEOS

Tel: +603-5636 1788 / Mobile: +6019-397 7195